

Central Hollywood Coalition
Sunset & Vine BID Board Meeting

MINUTES

June 14, 2011

4 – 6 p.m.

AMPAS Pickford Center
1313 Vine Street, Los Angeles, CA. 90028

Officers and Directors Present

Michael Pogorzelski, President, Academy of Motion Picture Arts and Sciences
Carol Massie, Secretary, McDonald's Restaurants
Alexander Bazley, Robertson Properties Group
Brian Folb, Paramount Contractors
Fabio Conti, The Fabiolus Café
Kitty Gordillo, Hollywood Wilshire YMCA
Lillian Kuo, Vice President, Broadreach Capital
Fred Rosenthal, Ametron
Allen Sides, Ocean Way Recording

Absent

Roxanna Sassanian, Vice President, Sunset Gower/Sunset Bronson Studios
Duke Gallagher, Treasurer, The Production Group
Charles Eberly, The Eberly Company
Ryan Harter, CIM Group
Rick Garcia, Chase Bank
Patrick Olmstead, Los Angeles Film School

Consultants

Kerry Morrison, Hollywood Property Owners Alliance
Sarah MacPherson, Hollywood Property Owners Alliance
Joseph Mariani Jr., Hollywood Property Owners Alliance

I. Call to Order

The meeting was called to order by Board President Michael Pogorzelski at 4:14 p.m.

II. Public Comment

Sarah MacPherson announced to the board that she will not be leaving the HPOA, but instead will continue in her role as the Associate Executive Director.

III. Approval of Board Minutes

It was moved by Kitty Gordillo, seconded by Brian Folb and CARRIED to approve the Minutes from the Board's May 10, 2011 meeting with changes to the BID Renewal section stating that the actual amount loss from the Residentially Zoned non-assessable Parcels around the High School and Bungalows on Afton came out to approximately \$30,000. Unanimously approved.

IV. Treasurer's Report

A. Kerry Morrison reviewed the treasurer's report with the board. The BID is still scheduled to end the year with a positive variance, as expenditures seem to be continuing as expected.

It was moved by Allen Sides, seconded by Carol Massie and CARRIED to approve the Treasurer's Report from May 31, 2011. Unanimously approved.

V. Committee & Program Reports

A. Streetscape Committee

1. No Committee Meeting for the month of June.

A. Security Committee

1. No Committee Meeting for the month of June. However, Morrison did inform the board that Richard Falzone has resigned from the committee due to time constraints. Morrison asked the board and its officers to please consider some potential replacements to fill his seat.

2. Homeless outreach: Morrison informed the board that last month's Homeless Registry Year in Review Briefing at the L.A. Film School was a great success. The event continued to inform the community of the impact organizations like Hollywood 4WRD, Gett Love, and PATH have had on helping homeless individuals move into permanent supportive housing.

VI. Report from BID Renewal Steering Committee

A. Status of BID Renewal: Mariani reported that the petitions for BID renewal, along with the Management District Plan and Engineer's Report, were mailed to property owners on June 7, 2011. Thus far the staff has received approximately 11% in returned petitions. Mariani reviewed with the Board a list of outstanding petitions, which if turned in, would be able to push the BID over the 50% threshold. Morrison asked that the board contact neighbors and fellow owners in the area to try and encourage them to submit petitions before Friday, June 24. Morrison has set this date as a goal, due to the fact that the City would need petitions turned in as soon as possible in order to move to the ballot stage, and eventually submit assessments to be placed on the County tax roll for next year. If not, the city will have to manually bill the owners.

B. Discuss Change Order for Additional Consulting Tasks from Willdan Financial: Morrison said she had spoken to Jim McGuire at Willdan, and due to the excessive changes that were required to the Engineer's Report by the City, the BID has slightly gone over the original allocated amount for Willdan's services. Morrison said she would prepare a chart for the board next month that would show exactly what areas were over budget. The proposed additional amount the BID would have to pay is \$7,964.52, in addition to the already paid \$29,900.

VII. New Business

A. SVBID Annual Meeting: Morrison and the board discussed potential dates and a location

for the upcoming Sunset and Vine BID Annual meeting. Allen Sides offered Ocean Way Recording as a potential site for the meeting. The board decided to that the meeting will take place on Wednesday, August 3rd at 8 a.m. at Ocean Way Recording Studio. A brief studio tour will be offered afterwards for those who are interested.

B. Potential City and Martin Media Bus Bench Advertising Agreement: Sarah MacPherson informed the board that the staff had received word through the BID Consortium that City Council is looking to enter into an agreement with Martin Media, where the company would be allowed to place a large amount of benches throughout various Council Districts in the City. A meeting took place last week between the Martin and Public Works. MacPherson is currently waiting to receive word from the Consortium as to what was the outcome of the meeting. The Board expressed that it would like to write a letter to Council President Garcetti and the Public Works Commission to let them know that the BID is opposed to having Martin Media benches in the BID area, as the Board hopes to place their own street furniture within the area in the near future.

VIII. Old Business

A. Food Truck Update: Brian Folb reported that he had met with George Abou-Daoud and that he is still very upset about the proliferation of food trucks popping up in the Sunset and Vine BID area. Morrison said that she would have Devin Strecker send an email update to the board on the situation, as he was unable to attend today's meeting.

IX. Next Meeting

The next board meeting is scheduled for Tuesday, July 12, 2011 at 4 p.m. in the AMPAS Building (1313 Vine St., Los Angeles, CA. 90028).

X. Adjournment

There being no further business the meeting was adjourned by Board President Michael Pogorzelski at 5:37 p.m.